



IT ALL STARTS WITH A **SPARK** OF IMAGINATION.
YOUR IDEAS, OUR FUTURE.

Share your ideas for making Mesa amazing!

ImagineMesa.com

- Terry Benelli, Committee Co-Chair
- Levi Leyba, Committee Co-Chair
- Jo Martin, Committee Member
- Deanna Villanueva-Saucedo, Committee Member

Imagine Mesa Advisory Committee

Terry Benelli: Co-Chair

Executive Director, Local Initiatives
Support Corporation

Levi Leyba: Co-Chair

Creative Entrepreneur

Greg Arnett

Owner, Sunburst Shutters and Window
Fashions

Jake Brown

Attorney

Winnie Kho Kaplan

Realtor and Executive Director, Arizona
Asian American Association

Patrick Kee

Instructional Designer

Matt Law

Creative Services Manager, First Solar

Jo Martin

Owner, TM3 Consulting

Frank Mizner

President, Dobson Ranch HOA Board
of Directors

Linda Moeser

Life Group Care Coordinator, Central
Christian Church

Justin Murdock

Chair, City of Mesa Parks & Recreation
Advisory Board

Jenni Richardson

Community Volunteer and Mesa Public
Schools Governing Board member

Gina Rodriguez

General Manager, Arizona Golf Resort

Kelly Smith

Founder & CEO, Prenda

Deanna Villanueva-Saucedo

Board Chair, Mesa Association of Hispanic
Citizens



Imagine Mesa Strategies

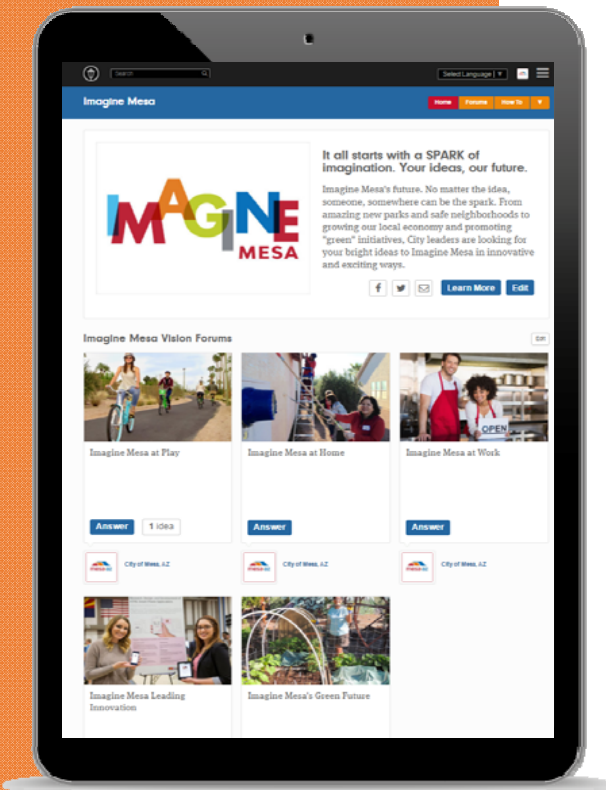
Imagine Mesa aimed to engage Mesa residents, businesses and visitors to share their ideas for shaping Mesa's future by:

- Using digital strategies that compelled engagement
- Developing diverse communications and content that was appealing to multiple interests
- Utilizing data from social media and website interactions to ensure community-wide representation



Campaign Results

- **67,111** visitors to the website
- **10,113** active participants
- **465** ideas submitted
- **26** events and presentations by committee members
- **24** events and presentations by staff
- **137** City social media posts that showed up in **238,000** social media feeds
- **2.9 million** digital campaign impressions
- **4,872** new followers on main City social media channels since campaign kick-off





TOTAL VISITS



BOUNCE
RATE



TIME ON SITE



PAGES PER
VISIT

NEIGHBORLAND BENCHMARKS: SAN FRANCISCO

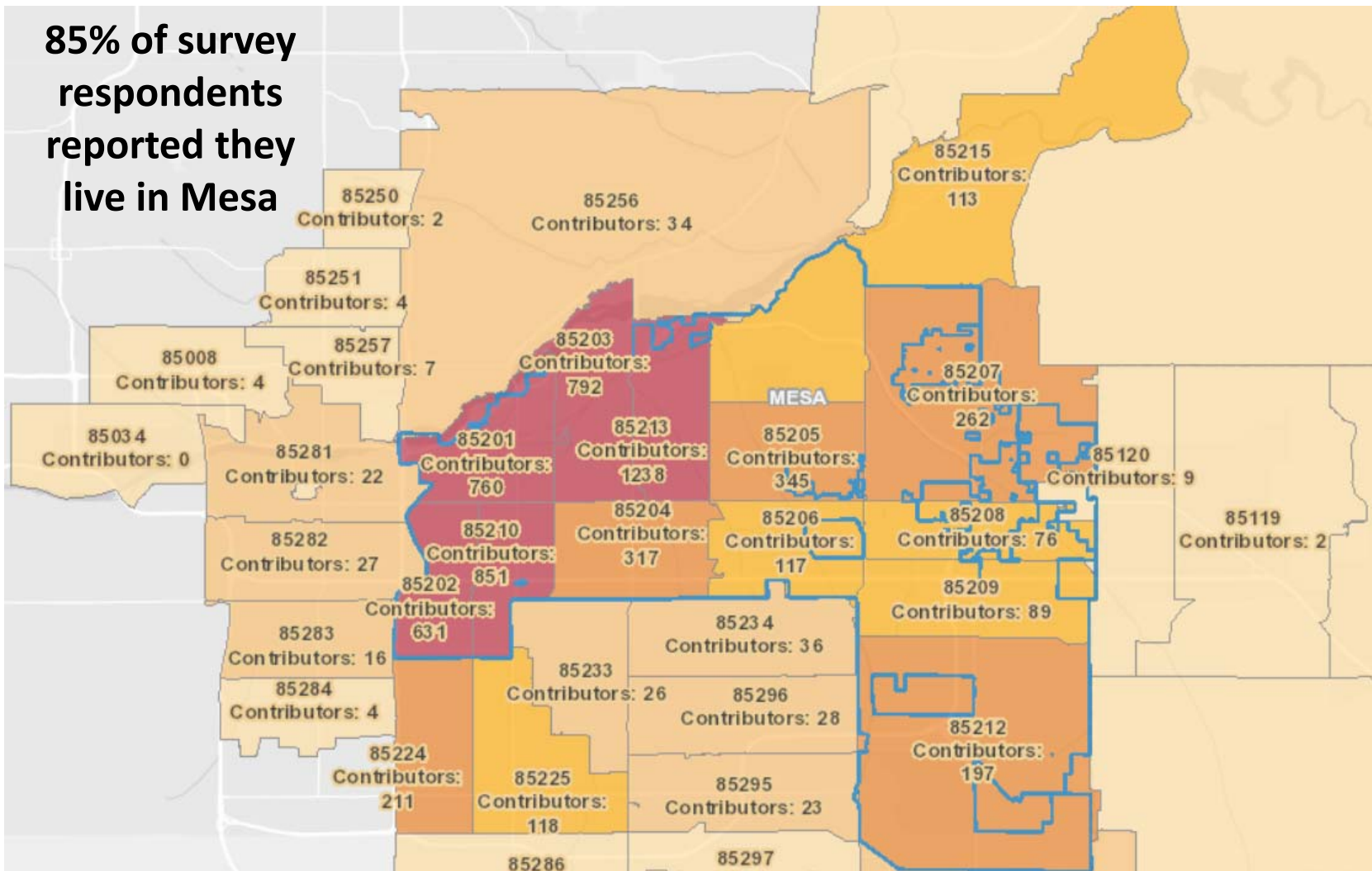
Visits:
78,801

Bounce Rate:
58%

Time on Site:
2:43

Pages Per
Visit: 3.2

85% of survey respondents reported they live in Mesa



Jurisdiction
 MESA

Contributors

- 0 - 9
- 10 - 36
- 37 - 118
- 119 - 345
- 346 - 1238

Note
 * Contributor count per ZIP Code area is based on data for those that provided their ZIP Code

Imagine Mesa Advisory Committee



- 15-member citizen advisory committee
- Tasked with evaluating and prioritizing ideas
- 9 committee meetings from August 14 - November 16



Committee Review Process

- Evaluated, discussed and prioritized ideas
- Success factors used to help evaluate
 - *Existing programs, potential costs/revenues, public support (Me Too's), existing infrastructure and assets, Impact/Effort Matrix*
- Subcommittees
 - Work and Innovation
 - Green Future
 - Home
 - Play

Imagine Mesa at Play

1. Multi-purpose, multi-field youth and amateur sports complex

- Support Red Mountain Youth Sports Complex
- Year round professional quality fields
- Field house to provide indoor sports and events
- Will encourage additional supporting development



Imagine Mesa at Play

2. Bike/pedestrian trail program

- Continue the creation of an exceptional citywide trail system
- Incorporate art, restrooms, etc.
- Seek opportunities for economic development adjacent to trail system catering to trail users (coffee shop, bike shop, restaurants, etc.)
- Connection to destinations and regional trail systems



Imagine Mesa at Play

3. Park features and 2012 park bond continuation

- Consider new high-impact destination facilities and features (ex. splash pads, shade structures, dog parks, skate features, etc.)
- Fund the remainder of the 2012 park bond projects that were not entirely completed (Signal Butte & Elliot Park, Monterey Park, and the Federal Building)



Imagine Mesa at Home

1. Code Enforcement: Proactive code compliance officers

- Suggest adding two new full-time officers and two part-time officers with an emphasis on proactive enforcement
- Proactively address bandit signs and other code issues



Imagine Mesa at Home

2. Control of the feral cat population

- Work with Arizona League of Cities and Towns to lobby the State and ask them to consider changes to how cats are classified
- Support City of Mesa staff as they continue researching best practices and models across the country for ideas on how to work with this issue
- Increased funds for targeted Trap Neuter Release in problem areas



Imagine Mesa at Home

3. Increase numbers of police officers

- Many of the comments related to “more” police and public safety while others referenced increased enforcement and community-focused service
- Focus on community interactions and proactive enforcement with a dedicated team in each district
- Similar to the Community Actions Teams utilized in years past in each police district



Imagine Mesa's Green Future

1. Light rail to extend to Superstition Springs Mall and more bus routes on north/south roads between Gilbert and Power in East Mesa

- Explore expanding the current direction of Transit to increase transit accessibility east of Gilbert Road
- Pursue at least one north/south bus route between Gilbert and Power roads. Options are Greenfield Road and/or Val Vista Drive



Imagine Mesa's Green Future

2. Food waste composting facility/anaerobic digestion

- Increase diversion of waste out of the landfill, reducing costs of disposal
- Turn food waste into a commodity, cost avoidance
 - **Anaerobic Digestion**
 - Renewable Natural Gas
 - Electricity
 - **Compost**
- Pilot program – technical and financial
 - Partnership with ASU and Water Resources on bench scale testing
 - Partnership with EVIT and Bashas on food waste composition



Imagine Mesa's Green Future

3. Expand bulk pick-up days and large metal City clean-up bins available to neighborhoods four times per year

- Increase the bulk item program from 2 days per week to 4 days per week, scheduled service
- Invest in expanding the marketing efforts
- Expand Clean Sweep/Green Sweep roll-off box metal-bin program from 1 time per year to 2 times per year (per neighborhood).



Imagine Mesa Work and Innovation

1. Innovation District and technology committee

- Build/adapt space to bring a major, top-tier university downtown
- Support HeatSync
- Add a co-working space for new businesses and startups
- Create, fund, and empower a committee/process to make Mesa a test bed for cutting edge technology



Imagine Mesa Work and Innovation

2. Build a STEAM center on Las Sendas Mountain

- Include an observatory at the highest and darkest point in Mesa and code academy



Imagine Mesa Work and Innovation

3. Create a restaurant innovation district

- Find a City space and create a restaurant innovation district



Support Existing Projects

Idea	Committee Support/Rationale
1. Library in Eastmark or SE Mesa	Support Library's need analysis for this area of Mesa
2. For Mesa address the homeless situation	Support the work and continued convening of the Mayor's Homelessness Taskforce
3. For the Broadway Rd corridor to look nice and attract more businesses	Continue work on the Broadway Corridor transportation plan
4. Honor military, police, and fire with banners displayed downtown	Keep the current banner program that spotlights military and first responders
5. A new fire station in Eastmark	Support the Fire & Medical Department's study/needs analysis
6. Early education opportunities for young learners in Mesa	Continued support for early learning initiative in Mesa

Honorable Mentions

Idea	Committee Support/Rationale
1. Little free library in neighborhoods	Ask Neighborhood Outreach to develop a pilot program with minimal cost and offer to registered neighborhoods
2. Entry / monument signs into Mesa	Ask Transportation to conduct an analysis of what entry points into Mesa are viable for signs and potential cost
3. Downtown to be serviced by expanded City chilling system	Potential for downtown businesses to subscribe if chillers are expanded for large scale projects in the future
4. The Landing at Lehi Falls	Potential future project when financing is available and land ownership issues are resolved
5. Food Forest, community garden, nursery, community education center and farmers market	Potential for future urban agriculture, food forests, and green infrastructure

Top 10 Most Popular Ideas

Idea	Me Toos
1. Bring an ASU campus to Downtown Mesa - without a tax increase.	435
2. Multi-purpose, multi-field youth and amateur sports complex.	421
3. Site 17 (University & Mesa Drive) to be AMAZING.	360
4. A food forest, community garden, nursery, community education center, and a farmer's market downtown.	330
5. More covered parks and splash pads.	308
6. More bike and pedestrian paths that keep riders separated from street traffic.	247
7. Free bulk pick up days.	232
8. The Landing At Lehi Falls.	227
9. More indoor recreation space for kids and adults to gather year-round to exercise and play.	210
10. A new fire station in Eastmark.	195

IMAGINE
MESA

